

Minnesota State University Moorhead

GDES 305: Visual Systems and Brand Identity

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: *.*

Lab Hours/Week: 4

OJT Hours/Week: *.*

Prerequisites:

This course requires both of these prerequisites

GDES 303 - Typography

GDES 203 - Introduction to Graphic Design

Corequisites: None

MnTC Goals: None

Visual systems and brand identity will begin with an introduction in designing visual systems. From there it will explore how to create a brand identity and the implementation of the brand strategy.

B. COURSE EFFECTIVE DATES: 02/27/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Comprehend what a brand identity is.
2. How to design a successful brand identity.
3. Understand visual graphic design systems.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted